

# A POWERFUL BACKBONE in the TRACTION ZONE Gives You EXTRA POWER at the DRAWBAR

Up to 215 EXTRA INCHES of Traction Bar Length  
Per Tractor Prevents Traction Leaks and Gives  
You EXTRA TRACTION Where it Counts Most !!

Says \*MR. EXTRA TRACTION

YOU don't have to rely on your imagination to tell you why Firestone Ground Grip Tires out-pull, out-clean and out-wear any other tractor tires made.

#### What About Pulling Power?

Firestone gives you up to 215 extra inches of continuous traction bar length per tractor. That puts a powerful backbone into the traction zone. It avoids costly traction leaks, common to broken bar treads. That's why Firestone Ground Grips give you greater traction.

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Each continuous Triple-braced traction bar has a wide base and tapers to the top. It automatically forces all dirt and trash away from the traction bars at each wheel revolution. That's why the Firestone Ground Grip Tread comes up clean and sharp.

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You can actually bend any unbraced traction bar with your fingers—just try it. This lack of bracing causes the bars to wobble and wipe, thus rounding off the edges. Even the heaviest going cannot bend Triple-braced traction bars. That's why they retain their sharp, biting edges year after year.



Old Dobbin laughs every time he hears anyone say, "An open center gives a better bite."

These are the reasons why More Farm Tractors Are Equipped With Firestone Ground Grip Tires Than With Any Other Make. When you buy a new or used tractor or changeover your present steel-wheeled tractor, be sure you get Firestone Ground Grips.

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The F. T. & R. Co.

\*Mr. EXTRA TRACTION gets his name from the Extra Traction Bar Length on Every FIRESTONE GROUND GRIP TIRE . . .



Insist on  
**Firestone**  
GROUND GRIP TIRES

BETTER CLEANING • GREATER TRACTION • LONGER WEAR

MAIL THIS COUPON TODAY!

The Firestone Tire & Rubber Co., Akron, Ohio  
Without obligation on my part, please send me (check below):

- A copy of the new Farm Guide Book.
- Information about the Firestone Farm Tire Payment Plan.
- Full details on changing over my farm wagon or spreader.
- Please demonstrate Firestone Ground Grip Tires with my own tractor on my own farm.
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Make and model of tractor \_\_\_\_\_ (date) \_\_\_\_\_

Please demonstrate on \_\_\_\_\_ (date) \_\_\_\_\_

Name \_\_\_\_\_

R. F. D. or Street Number \_\_\_\_\_

Town \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_

SEPTEMBER,  
Vol. 61

1941  
No. 9

# AMERICAN FRUIT GROWER

The  
NATIONAL FRUIT MAGAZINE

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## AMERICAN FRUIT GROWER

Published Monthly by  
AMERICAN FRUIT GROWER PUBLISHING CO.  
1370 Ontario St., Cleveland, O.

### SUBSCRIPTION RATES

Domestic Except Cleveland, 3 years \$1.00, 1 yr. 50c.  
Cleveland, Canada and foreign \$1.00 per year.  
Single Copy, 10 Cents.

Entered as second-class matter at Post Office at  
Cleveland, Ohio, under the Act of March 3, 1879.  
Additional entry at Mount Morris, Illinois.

[ PRINTED IN U.S.A.]

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## FUTURE OF THE APPLE INDUSTRY DEPENDS UPON "JOINING UP" WITHOUT DELAY

By RICHARD T. MEISTER

**A**NOTHER apple crop, more than 10,000,000 bushels larger than last year's crop, is ripening on the nation's fruit trees. Soon these apples will be ready to market. What prices this crop receives depends to a large extent on how the grower regulates his marketing and how he, by co-operation with apple societies and organizations, is protecting the welfare of his industry.

In the light of present events AMERICAN FRUIT GROWER feels it can best serve the apple growers of the country by urging that growers sell only their best grades of apples at harvest in order to promote orderly and profitable marketing and then join hands and give full support to the organizations which look after the future of the apple industry.

This recommendation for marketing is made in view of the chaotic conditions which occurred last year when many growers flooded the markets at harvest time with culls and put their better grades of apples in storage. The result was huge surpluses in storage later in the year and a market apathetic to apples because of the distaste left in the minds of consumers who earlier in the season had paid good prices for cull apples.

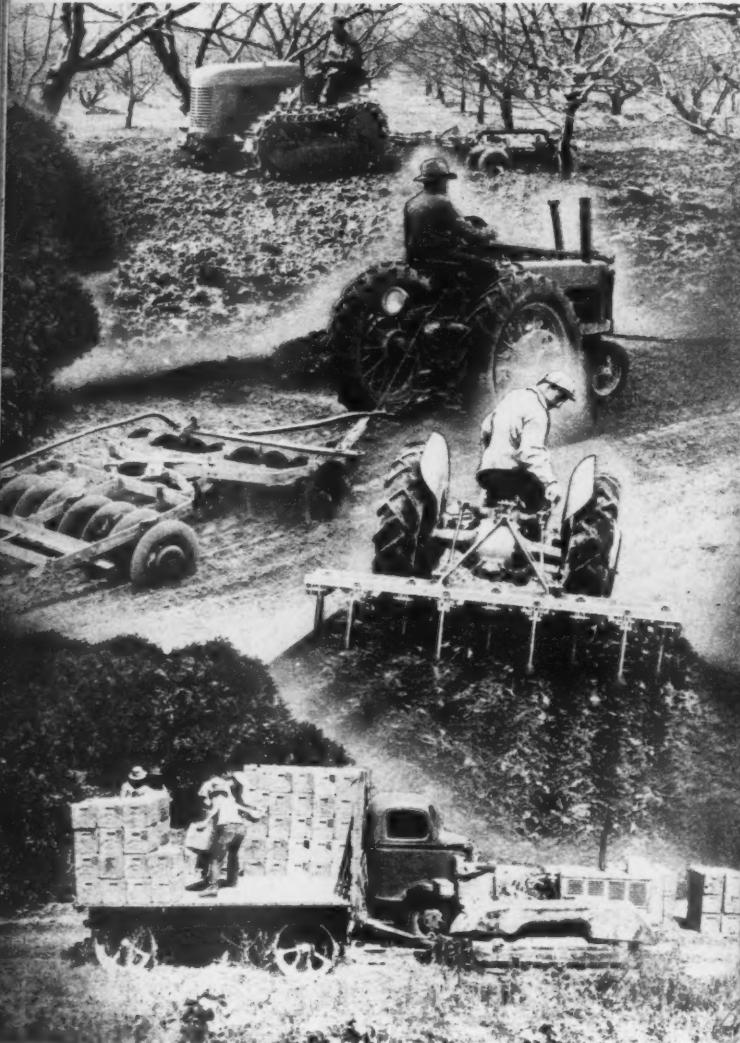
Such a situation might conceivably arise again this year if growers store large quantities of apples in the hope that they will receive 85 per cent of parity from the government. The bill recently passed by which Congress declared it will maintain an 85 per cent of parity level as far as possible for all agricultural commodities makes hardly any provisions for a commodity similar to apples. The bill clearly states that first consideration will be given to those commodities for which the Secretary of Agriculture urges an extension of production and it is extremely doubtful that he will urge expansion in the apple industry. The products for which no increase in production is urged will get what money is left if producers have the ability to bring supplies into line with demand. For apple producers to bring supplies into line with demand to the extent that prices would be raised to 85 per cent of parity means that it would be necessary to remove approximately 30 million bushels from the estimated commercial supply this year. Thus it is doubtful that apple prices ever will be boosted to 85 per cent of parity by governmental action. However, it is quite logical to believe that apple prices may go past the theoretical parity point on the basis of actual market value if present promising conditions remain unchanged.

Instead of waiting for help from the government to boost apple prices, growers should do as much as possible by giving whole-hearted support to their apple institutes, regional apple promotion organizations, and horticultural societies. In this time of great change, with orders streaming out of Washington affecting huge industries, it is more than ever necessary for growers to band together and by concerted effort strengthen the voice of the apple industry.

It is high time to "join up" without delay.

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# PRIORITIES MUST PROTECT



By Dean Halliday  
Washington, D. C.

AS America faces the chaotic turbulence of an all-out program for Preparedness, as an investigator tries vainly to piece together some understanding of the application of priorities, the only thing which comes clearly and recurrently to one's mind is the old, old admonition that, "for the want of a nail the shoe was lost, for the want of a shoe the horse was lost, for the want of the horse the rider was lost, for the want of the rider the battle was lost, for the want of the battle the kingdom was lost."

In short plain words this means that with the country calling upon agriculture to feed its expanding armed forces fruit must not be overlooked in the roll call of foods. Priorities must protect fruit farm production. This for the simple reason that

## Fruit Growers Everywhere Write Your Congressmen in Washington

fruit is essential to the health of the people and the health of the people is the real wealth of the Nation.

Inasmuch as American farms and orchards have the obligation of sending shiploads of concentrated food-stuffs to England, in addition to meeting our own needs, it is quite in order to quote the far-sighted British statesman, Disraeli, on the subject of national health. Keenly alive to influences affecting a nation's welfare he said, "Public health is the foundation on which reposes the happiness of the people and the power of a country. The care of the public health is the first duty of a statesman."

At this very writing officials here in Washington are working out plans for the purchase of five million bushels of American apples which are to be

dehydrated and shipped to England to help feed and conserve the health of the English people. If, then, fruit is a food vital to the health of our allies abroad, certainly it is of equal importance to the health of our own people and it, therefore, rates full consideration—and a protective priority—in the carrying out of the country's defense production program.

No less an authority than Lloyd C. Stark, former Governor of Missouri, in a recent Orchard Day address said, "today as never before the American people are beginning to appreciate not only the value but also the absolute necessity of more fresh fruit in the national diet. Now that we are living in a world of war, the necessity of building up the physical and mental stamina of the American people is

# FRUIT FARM PRODUCTION



## Demand Equipment That Will Help You Meet Nation's Nutrition Needs

imperative. Suddenly, the scientists and the research officials have realized that the production of apples and other fruits is just as important in our national defense as the production of machinery of war."

"The officials in Washington," Stark points out, "have been much worried because of the high percentage of physical unfitts who have been examined for the draft. Something must be done about it—done now! Something is being done about it—a gigantic national nutritional campaign has been organized and is well under way and fruit, especially apples, is now coming into its own."

Governor Stark also pointed out that at the National Nutrition Conference for Defense, held last spring, President Roosevelt in a letter read at

the conference said, "the health problems of the military and civilian population are inseparable. Total defense demands man power. The full energy of every American is necessary. Medical authorities recognize completely that efficiency and stamina depend on proper food."

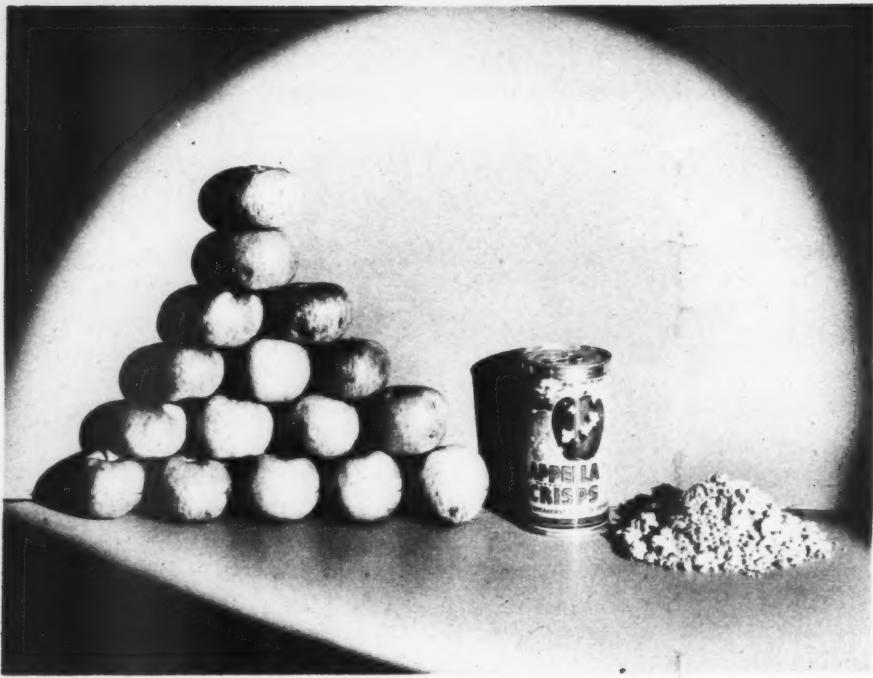
At the same conference Secretary of Agriculture, Claude R. Wickard, said, "Everyone addressing this conference has been emphasizing and will continue to emphasize the urgent need for better nutrition here in the United States as part of the defense effort—not only the immediate defense effort but also the long-run strengthening of our democracy . . .

"Now these are some of the very products that we would need to produce in greater abundance, according

to the nutritionists, if we set out to give everyone in the United States a satisfactory diet. In order to achieve such a goal, it has been figured that we would need to consume twice as much green vegetables and fruits as we do now, such things as cabbage, green beans, apples, and so on, 70 per cent more tomatoes and citrus fruits, 35 per cent more eggs, 15 per cent more butter, 20 per cent more milk. All of these are 'protective foods,' rich in minerals or vitamins or both . . .

"We not only have the resources to produce all our people need for better nutrition, we also have the methods. Whenever the Nation summons the will to do the job, I am sure that agriculture can meet the new demands."

New demands then are to be made upon the fruit farms of America, as well as upon other branches of agriculture. How can these demands be  
*(Continued on page 8)*



Suitability of apples for dehydrating into a concentrated food, for which purpose the Surplus Marketing Administration expects to purchase 5,000,000 bushels this season, is shown above. The 16 apples at left, weighing 83 ounces, were reduced by dehydration to the small pile at right which easily is contained in the can holding 4½ ounces. By dehydrating the apples a total reduction in weight of over 94.5 per cent was obtained.

## NATIONAL PLANNING COMMITTEE LAYS GROUNDWORK FOR APPLE INDUSTRY IMPROVEMENT

**M**EMBERS of the National Planning Committee, representing 26 states, and heads of regional apple promotion organizations gathered in Washington August 11, 12, and 13 for separate meetings with Surplus Marketing Administration officials, retailers, and the recently appointed USDA apple committee. Much of importance was accomplished and the groundwork laid for new improvements in the apple industry.

Meeting with Porter R. Taylor, Chief, Fruit and Vegetable Division, Surplus Marketing Division, the Planning Committee resolved that the State Industry Committees of the SMA require affidavits from all applicants for SMA purchase allotments which state that the sellers will not sell or offer to sell in fresh fruit channels any apples below utility or domestic grades. Idea behind this resolution is to get growers to sell their good apples at harvest time and not follow the disastrous policy of selling culls first, thus breaking down the market. It was fully realized that a high degree of co-operation from growers is needed if this policy is to help.

At the meeting it was announced that according to the August first Crop Report this season's crop will be 125,568,000 bushels, which is more than ten million bushels over last year. The Planning Committee unanimously agreed that under no conditions should more than 25,000-

### S. M. A. Makes Price Announcement

Wednesday, Aug. 27, Washington, D. C. The Surplus Marketing Administration today announced its opening prices for the beginning of purchasing during the first week in September. Prices are 95c for Wealthies and Grimes Golden U. S. No. 1, 2½" and up, and \$1.00 for Jonathan U. S. No. 1 2¼" and up.

These prices are for packed bushel baskets f.o.b. shipping point.

000 bushels be in storage December first.

It was further brought out that the SMA plans to purchase 11,000,000 bushels of apples this season and the purchasing operation will begin around September 1 and will be concentrated as much as possible during the packing season when the market is inclined to sag. It is expected that approximately 5,000,000 bushels of the purchases will be dried and will be exported overseas under the lease-lend bill. The apples probably will be bought in bulk, which will save packaging costs for many growers. This is especially important with present package costs way up. It is not known what grades will be

bought for dried fruit, but it is likely a combination grade or something similar will be requested.

No price commitment was made by the SMA beyond a statement of policy to buy in line with the prevailing market level. In order to advise with the SMA so that prices can be adjusted to keep in line with the market, the Planning Committee appointed a special committee consisting of Henry Miller, Virginia; John Chandler, Massachusetts; C. B. Lewis, New Jersey; D. B. Perrine, Illinois; and C. E. Chase, Washington.

At the meeting of the Planning Committee with the USDA Apple Committee two resolutions of importance were passed. By the first resolution the Planning Committee went on record as favoring measures by which: (1.) All apples shipped in interstate commerce shall carry the name of the packer, the variety, grade and size of fruit. (2.) The term "unclassified" shall be eliminated from the Federal Grade regulations. (3.) A Federal grade shall be established, similar to some State "domestic" grades, to cover useful and marketable drop fruit. (4.) The interstate shipment of any apples not meeting the grade requirements of such "domestic" or better shall be prohibited except for purposes other than fresh fruit consumption.

A second resolution declared that members of the Planning Committee would support legislation empowering the Secretary of Agriculture to determine annually in hearing with the growers' representatives and the industry the extent of the crop available for movement; and, based thereon along with consideration of other pertinent factors such as business conditions, exports and other outlets, to establish grades and sizes which may be shipped in interstate commerce if the supply is found to be in excess of consumptive capacity at prices remunerative to the producers.

The two resolutions have been referred for study to Department of Agriculture officials who will investigate legal angles and the possibility of drafting a bill or bills embodying these ideas. The bills, if drawn up, would be submitted to growers for study before going to Congress. It is not known whether passage of these bills would require compulsory inspection or not.

New uses for apples, especially as cattle and poultry feeds, received a good share of the discussion. The two committees agreed more information is needed and it was decided that the Department of Agriculture would make a study in order to dig up more facts and figures.

All at the conference agreed that the industry is in serious need of a large-scale and comprehensive program of research on apple nutrition.

## LIGHT CROP MAY EASE CANADIAN IMPORTS

THE recent meeting of Canadian and American growers and their government officials in Toronto to discuss imports of Canadian apples into this country produced little in the way of definite conclusions. However, it is believed that imports this season will not amount to as much as last year because of a light Canadian crop in export varieties. Following is a summary of the report made by the conference:

The exchange of views and information at the conference developed the following facts:

The anticipated crop in Canada will be lighter than last year's. The forecast is for 11,600,000 bu. as compared with 12,800,000 bu. for 1940. There will be a heavier yield in the Eastern Provinces while British Columbia will have less. Of the 11,600,000 bu., it is expected that between 4,500,000 and 5,000,000 bu. will be processed as compared with 3,800,000 bu. from last season's crop.

British Columbia is the province most likely to be interested in the United States market. The crop there will show the greatest reduction in Jonathan, Delicious and McIntosh varieties which made up most of the shipments to the United States during the past season. The forecast is for a total reduction in British Columbia of 1,560,000 bu. from last year, with Jonathans reduced 125,000 bu., Delicious reduced 230,000 bu., and McIntosh reduced 575,000 bu. However, it was recognized that the Jonathan in Canada is essentially an export variety for which a very limited demand has been developed in Canada.

The British Columbia crop will be marketed under an agreement with the Dominion government under which an average price return of \$1.15 per bu. for wrapped pack and 95 cents per bu. for unwrapped pack is guaranteed for fruit sold for fresh consumption in Canada.

The Nova Scotia crop is expected to be larger than last season's light yield though still below average. The plan there is to handle, through processing, the volume normally exported. The Dominion agreement covering Nova Scotia apples guarantees an average return of \$2.35 per barrel for sales in Canada for fresh consumption.

It is expected that the United States crop will be heavier than last year's. The increase will be mainly in the midwest producing areas which had a light crop a year ago, and in that section Jonathans will be the heaviest individual variety.

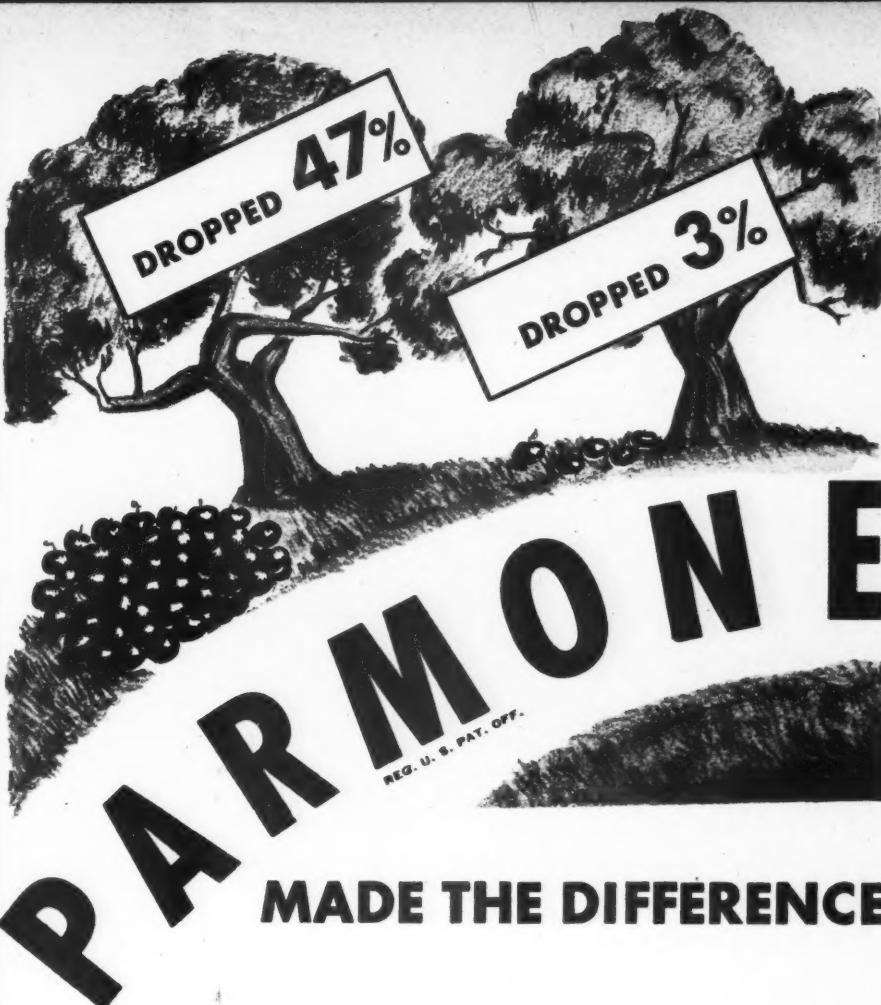
Based on the foregoing, it was impossible for the conference to come to any conclusion as to what the market situation will be at the time of shipping or as it might apply to the interchange of apples between Canada and the States.

Meanwhile, the interested factors on both sides of the line agreed to free and frank consultation and exchange of information in the hope of arriving at harmonious conclusions.

In line with last season's experience, and as the result of the conference held, the respective governments are now splendidly situated for the exchange of information and speedy consideration of any problem which may arise.

Standing committees have been appointed from the industry of each country. These committees will continue to be in touch with their governments.

SEPTEMBER, 1941



*Use this liquid hormone spray for best results!*

**AMAZING SUCCESS** was the reward of growers last year who solved pre-harvest drop with "Parmone". For example, in tests on Williams apples, the drop from unsprayed trees was 47 per cent — but on trees sprayed with "Parmone", *the average drop was only 3 per cent!*

Think what this means in increased profits. Not only better prices for better apples, but lower costs for picking — reduced ladder losses, and less spot picking. Assure best results by insisting on "Parmone". It's easy to measure and mix, and it gives a uniform finished spray. Be sure of your supply — see your dealer now. And write us for free descriptive folder.

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*Grasselli Chemicals Department, Wilmington, Delaware*

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INSECTICIDES		FUNGICIDES	
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*GRASSELLI Lead Arsenate	Calcium Arsenate	Copper A Compound	*FLUXIT Spreader
*SULFORON Wettable Sulfur	Spray Oils	Flootation Sulfur Paste	*PARAPONT Parachlorobenzene
*DUTOX Fluorine Insecticide	Copper Sulfate	Bordeaux Mixture	Zinc Sulfate Flake and Crystal
*GRASSELLI Spreader-Sticker	Sulfur	*BLACK LEAF 30*	*PARMONE Hormone Spray
*LORDO Contact Insecticide			Cryolite (precipitated)

*155  
22  
270  
135  
620*  
*If I have  
two Apples-*



... and you have none, then I may have more than I want to eat and you go without.

If all the apples are shipped to Smithtown and none to Jonesville, what happens?

In Smithtown the price goes down, the grower gets no return, the grocer makes no profit because his apples rot on his hands.

In Jonesville the price is high but nobody makes any profit because there are few apples to sell and few people could afford to buy them.

Orderly marketing protects grower, distributor and consumer. When crops are shipped by rail, everybody knows what is in transit and where it's going. Distribution can be directed intelligently. The grower gets the best possible price. The distributor

can buy with confidence. The consumer has a good supply, controlled quality, a fair price.

Every week in the year, there's a crop of something ripening somewhere. And the railroads will have enough cars of proper types there to distribute it throughout the country. The railroads will know just how that particular crop should be packed and handled—kept warm or cool—and the railroads will do all they can to help the shipper find the best market.

For the railroads look beyond today's shipments to the larger economic picture. They are a fundamental part of the life of the country. In the end, the railroads prosper as the country prospers—and the country prospers with the railroads.

SEE AMERICA BY RAILROAD—SPECIAL RATES FOR GRAND CIRCLE TOURS...  
Ask your local ticket agent!



ASSOCIATION OF AMERICAN RAILROADS  
WASHINGTON, D.C.

## PRIORITIES MUST PROTECT FRUIT FARM PRODUCTION

(Continued from page 5)

met if priorities prevent rather than protect production?

Just what is meant when it is said that priorities must protect fruit farm production? It means that, because the 150,000 commercial fruit farms of this country are more highly mechanized than any other branch of American agriculture, the adequate supply of fruit for the health of the nation depends upon an adequate supply of specialized power and machine equipment as well as of numerous all-important insecticides and fertilizers.

Officials of the OPM and OPACS should take into consideration the fact that commercial fruit growing is more than a matter of planting and harvesting. Modern fruit growing is a cycle of scientific operations, most of which must be carried out on a time schedule. In the application of certain essential insecticides, for example, a mere matter of hours may mean the difference between success or failure. Actually, fruit farming is a mechanized industry—a production-line proposition, requiring specially designed machines and equipment and an unfailing supply of spraying and dusting materials.

On the fruit farms of America today there are in regular use 99,652 tractors, 252,000 power sprayers, 114,320 motor trucks, and 145,621 automobiles, to say nothing of thousands upon thousands of plows, cultivating and mowing machines, grading and washing machines, electric motors and cold storage compressors, and water tanks.

Obviously a percentage of this mechanized equipment on fruit farms is in need of repair or replacement. Many fruit farms are under-equipped due to curtailed incomes during the ten years of depression. Yet this year, as one agricultural machinery authority points out, manufacturers and dealers have not been able to supply the demand for tractors and equipment to go with them. Nevertheless, more such equipment will be needed in 1942 than in 1941 to overcome the present shortage of equipment and the shortage of labor and, at the same time, increase farm production, including fruit as requested by the Department of Agriculture.

Government reports indicate a shortage of farm labor in every State in the Union. Men in large numbers are being drafted from the farms for military service. Others are going into munition factories. Hired help is increasingly difficult to obtain, especially on the fruit farms where specialized training is highly important. If fruit for the health of the nation is to continue to come from these farms in sufficient quantities, priorities must permit manufacturers to produce and

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distribute the machines and equipment required to offset the labor shortage.

There can be no serious obstacle to a preference rating for materials entering into the manufacture of farm machinery for, fortunately, there can be plenty of farm machinery without encroaching on the materials which are needed for direct defense industries. According to the government publication, DEFENSE, farm operating equipment takes less than one per cent of our copper, chromium, nickel, tin, aluminum, lead, and zinc. And, normally, the farm machinery industry takes only about two per cent of our iron and steel production.

Priorities must protect also the distribution of fruit crops after they have been harvested as well as during the winter months when certain fruits come out of cold storage and are needed especially for properly balanced nutrition.

Adequate distribution of fruit after it has been harvested calls for priorities which will permit adequate supplies of motor trucks and railroad cars. If manufacturers are given steel, rubber tires, and other materials, they will produce the new trucks needed to help haul America's fruit crops to market. And the same goes for the railroads.

One year ago when the American program of National Defense started, it was apparent that the railroads had adequate cars for 1940 as the event proved. Looking ahead to 1941, however, the railroads embarked on a program which called for acquiring 100,000 new cars for this year. That is being done while the program for 1942 calls for an addition of 120,000 more cars to the supply in that year.

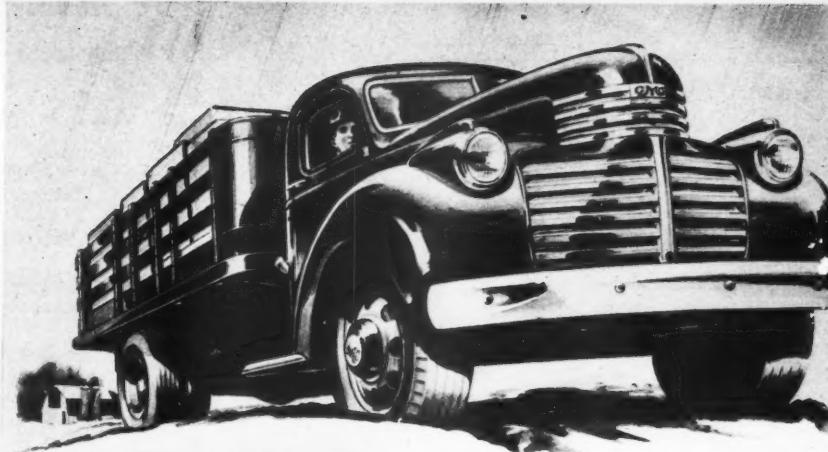
In Washington recently Robert S. Henry, Assistant to the President of the Association of American Railroads said:

"Our situation in general is that the railroads stand ready to handle the agricultural movement along with all other freight. We have enough equipment to meet the situation this fall but we are somewhat concerned about getting enough steel and other materials to keep our equipment in repair and to buy the additional equipment which may be necessary next year. The Office of Production Management, however, has announced an allocation policy on steel which may beneficially affect the situation although it is too early to tell."

While the problem of priorities is a complicated one, this fact is crystal clear—there can be no National Defense without food, and fruit is a vital food. Since the government places upon the shoulders of America's growers the responsibility of producing increasing amounts of fruits to meet the nation's emergency demands for proper nutrition of the military and civilian population, means must be found for getting the tractors, trucks, tillage equipment, spray rigs, insecticides, and fertilizers so imperatively needed for proper production.

Fruit growers everywhere, this is your problem as well as that of the steel makers, tire manufacturers and the manufacturers of fruit farm machinery. You can help to solve this problem by writing to your congressmen at once—today—demanding that this indispensable equipment be made available to help you meet the nation's nutrition needs.

SEPTEMBER, 1941

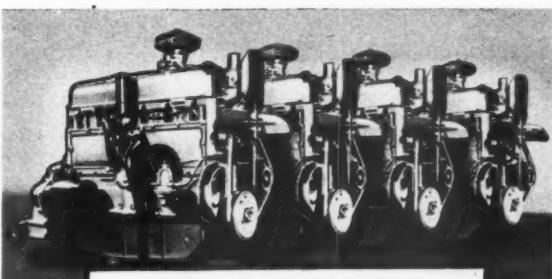


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Get the facts on pulling power before you buy your next truck. GMC's new 236 inch engine is the strongest puller offered in any 1½-ton truck. GMC's regular 228 inch engine outpulls all other

truck engines of comparable size. That's why General Motors Trucks accelerate quicker, climb hills faster and pull through heaviest mud easier. See GMC, try a GMC, and you'll buy GMC.

*Our own YMCA Time Payment Plan assures you of lowest available rates*



## 4 Gas-Saving GMC Engines in the Farm Truck Field

GMC offers you power to fit each job most economically. All GMC engines have GMC's exclusive gas-saving Turbo-Top Pistons.



**PRICED WITH  
THE VERY LOWEST**

# GMC TRUCKS

**GASOLINE • DIESEL**



# SAFETY

IS THE EXTRA  
FACTOR IN

## FRUITONE

Reg. U. S. Pat. Off.

the pre-harvest drop spray

**2** years of actual orchard  
use tells you exactly what  
it will do.

When you spray with  
**FRUITONE**  
you know that:

### SIZE

**AND COLOR** 1 You can hold your apples on the tree until they get the best size and color in your judgment.

**SAVINGS** 2 Your picking costs will be lowered—fewer apples are knocked off by pickers.

**LABOR** 3 The picking schedule can be spread out so that smaller crews can do the work.

**PROFITS** 4 Fewer drops and less storage scald mean more profit per tree.

**ECONOMY** 5 FRUITONE costs you  $1\frac{1}{2}$  or less per gallon of spray or per bushel of apples. It keeps from one season to another without deterioration.

2 years' use by many of the largest growers in the country has proven not only that these claims are actual results in the orchard but also that you can use FRUITONE with full confidence.

Prices as high as \$2.25 per bushel were obtained last season by using FRUITONE on Williams, Wealthy, Early McIntosh and Golden Delicious in Pennsylvania, Maryland, New Jersey and Delaware.

Packed in 5 lb. cans or case of 24 half-pound cartons (use  $\frac{1}{2}$  lb. to 100 gallons).

Write Horticultural Division 94

**AMERICAN CHEMICAL PAINT COMPANY**  
Ambler, Pa.

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# APS

CONDUCTED IN THE  
INTERESTS OF THE  
AMERICAN POMO-  
LOGICAL SOCIETY

### HIGHLIGHTS OF THE AMERI- CAN POMOLOGICAL SOCIETY

THE American Pomological Society has a long history of usefulness. Organized in 1848 it has served the fruit industry of America in a way that no other organization has done. The organization now needs more support.

The belief is generally strong, says T. J. Talbert, President, that the fruit growers in every community ought to have a central organization, widely democratic in its make-up, simple in its structural machinery, national and international in its services, operating through committees of investigation and committees of execution, and under supervision of a board of directors. Such an organization is the American Pomological Society.

The Society, during its long and notable period of existence, has been the uniting influence of the state and national forces having to do with pomology. This service alone is sufficient to justify its existence even if there were no other accomplishments available.

Since its founding in 1848, the Society has taken a leading and dynamic part in the making and classification of fruits. A moment's reflection will convince anyone interested in fruits of the great value of this work.

The true and proper function of the American Pomological Society is the authority to speak for the fruit industry as a whole and not merely for a few hundred individuals. Some of the national and international problems in which effective accomplishments have been made and the results of which are common knowledge are the "Eat More Fruit" campaign, recognition of new varieties, transportation, marketing, publicity, national legislation affecting fruit growers, spray residue, and the establishment of the National Apple Institute.

The spray residue problem, alone, may be cited as an outstanding example of the value of the American Pomological Society to the fruit growers. It is now common knowledge that numerous local and state horticultural organizations tried in vain many times to assist growers in the proper handling and solution of this most vexing question. Relief, however, did not come until the American Pomological Society, representing as it did a united fruit industry, brought to bear its full influence.

It is obvious, therefore, that the fruit industry needs a national exponent. Support the American Pomological Society, the organization that has meant so much to the amateur and the rank and file of producers, by sending your membership application or fees to H. L. Lantz, Secretary, Ames, Iowa. Annual membership is one dollar and twenty-five cents a year.

*H. L. Lantz*  
SECRETARY

SEPTEMBER, 1941

# STATE NEWS

**OHIO**—Badly needed rain on August 15 drenched a huge throng of visitors, attending Annual Orchard Day at the Ohio Experiment Station in Wooster. In spite of inclement weather, 775 fruit growers gathered to listen to an interesting program arranged by Dr. J. H. Gourley, Chairman.



DEAN CUNNINGHAM

President of the Ohio State Horticultural Society; and W. Dale Hilbush, Bureau of Markets, Columbus.

**INDIANA**—This State is one of the latest to adopt a fruit grading and labeling law, effective at the close of the last general assembly. Consequently, fruit sold in the State must be sorted and graded according to United States standards. Commissioner of Agriculture, Charles M. Dawson, reports that the fruit growers in the State are responding favorably.

**COLORADO**—Fruit growers in the Palisade district are brushing and packing their peaches this year. They are using brushing machines to brush the fuzz off the fruit to meet consumer requirements.

**MASSACHUSETTS**—Two new James R. Jewett prizes, to be awarded annually in the future, were awarded for the first time this year. First prize of \$100.00 was received by Mrs. Wilfred O. White, Boston and Vineyard Haven, for her outstanding efforts during the past few years in fostering interest in the native beach plum.

The award was made by the Arnold Arboretum of Harvard University and was provided, along with the Vieno T. Johnson \$50 prize which went to Mrs. Ina Snow, Truro, through the generosity and interest of James R. Jewett, Woods Hole, Professor of Arabic, Emeritus, of Harvard University. The income of a capital sum which he presented in 1940 to the Arnold Arboretum will be used for these annual awards which are to be given to persons who are foremost in the development of native and introduced varieties of plums.

**CALIFORNIA**—A 924-box or 90,000 lb. capacity new type refrigerator car has California fruit men vitally interested. The old type refrigerator car has only an ordinary 462-box or 65,000 lb. capacity. The new double-capacity freight car was designed and built especially in an effort to devise a means of saving freight rates in the shipping of perishable fruits. It is five feet longer than the conventional type car and a permanent partition across the center makes it two standard

462-box cars in one. It is called the Pacific Fruit Express Carrier.

**WASHINGTON**—Though comparatively few apples have been canned in the past, about 100,000 cases of canned apples will be produced by the Wenatchee Valley Foods Company this year. Reason for this is that, with federal government buying and improved purchasing power, there is a greater demand for canned fruit.

The apples are to be canned with the same care and consideration as to quality and pack as are other fruits. Different varieties of apples and different sized cans will be used, thus accommodating all tastes and both restaurant and domestic uses.

A new-type mobile unit camp is being brought to the Wenatchee district upon the request of the Land Use Planning Committee to accommodate the migrant workers who will be in the area during the apple harvest.

**WASHINGTON, D. C.**—P. N. Annand and Avery S. Hoyt, respectively, have been appointed Chief and Associate Chief of the Bureau of Entomology and Plant Quarantine by Secretary of Agriculture, Claude R. Wickard.

Dr. Annand, graduate of Colorado Agricultural College and specialist in entomology, has been a member of the Department of Agriculture since 1929.

Mr. Hoyt has been with the Bureau since 1931 and previously was associated with the State Department of Agriculture of California, his native State.

**FLORIDA**—At the 1941 Annual Convention and Show of the Florida Grape Growers' Association this year, sweepstakes award for the best display of wines and grapes was awarded to the Page Vineyards of Eustis which are under the direction of Mr. J. M. Craven and Mrs. Edward Page.

Already promotion is under way for the 18th Annual Exposition of the Florida Orange



J. M. CRAVEN

Festival which will occur in January. President John A. Snively, Jr. has appealed to all citrus growers in the State to support the organization whose object is to bring closer co-operation between the grower-shipper groups and the national marketing organizations.

**NEVADA**—After a year and a half leave of absence from his position as Director of the University of Nevada Agricultural Extension Service, Cecil W. Creel returned to his post August 25. During his absence he served as Assistant Secretary of the Association of Land-Grant Colleges and Universities in Washington, D. C.

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PAGE 11



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- NAIL STRIPPER
- "SAFERIZED" PROCESS

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HUMIDITY and moisture in the basement, stock room, locker, and other places can be avoided by the use of a Solvay Air-Dryette, Jr., a small one-piece basket which holds Solvay Calcium Chloride. This latter is a moisture-absorbing mater-



ial which has been used to dry air and gas in laboratories and industrial plants and which now is available in small quantities for general use.

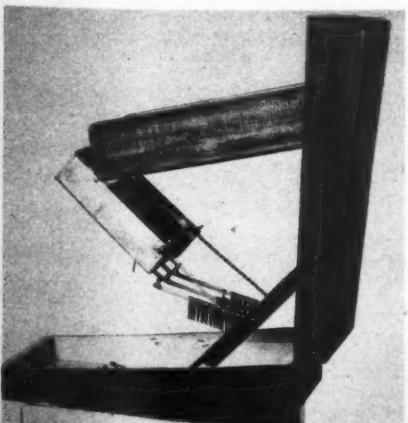
The Solvay Air-Dryette, Jr., especially designed for drying air and ending condensation, mold and mildew, is 16½ inches long, 10½ inches wide, and 12 inches high. It sets in an attractive pan which is easy to empty and which prevents untidiness as the calcium chloride dissolves and feeds into the three V bottoms of the basket.

The container holds 10 lbs. of Solvay Calcium Chloride, which amount absorbs from 10 to 30 lbs. of moisture from the air, depending on temperature and humidity. Under average conditions one to two bags of 100 lbs. each are needed per season for one Dryette.

Manufactured by the Solvay Sales Corporation, it is an inexpensive means of preventing excessive humidity damage to valuable papers, furniture, walls, paintings, food, and other materials.

## NAIL STRIPPER •

An automatic nail stripper from which



## BULLETINS •

In connection with National Annual Fire Prevention Week, Oct. 5-11, the National Fire Protection Association has published a timely bulletin, "Preventing Farm Fires," which is available on request.

A new bulletin has been issued by the United States Department of Agriculture, describing experimental research work that is being done by the Department at Beltsville, Md. This brief story has special interest and covers all phases of farming.

Several new pieces of literature have been published by F. E. Myers and Bro. Company which describe farm and suburban home methods and equipment for running water facilities.

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PAGE 13



# NEW MARKETS FOR THE AMERICAN GRAPE

By J. H. GOURLEY

THE grape, like other fruits, has been overplanted or at least it often has been difficult to sell the crop at a profit. This applies alike to the European or Vinfifera type of grape and the American grape. As a result of this situation vineyards have been neglected and the yield and quality of grapes have declined in many areas.

There is no one solution that applies to all individuals engaged in grape growing, but certain procedures suggest themselves. While these comments apply to all sorts of grapes, we primarily have the American sorts in mind.

There is a definite movement under way to eliminate unprofitable orchards through the removal of those that are on unfavorable sites and those that contain varieties for which there is no demand. This same procedure well could be applied to grapes. The most casual observation reveals many acres of vineyard on soils that are wet or otherwise unfavorable — topographical situations which favor injury from frosts and low winter temperatures. Some vineyards are particularly subject to disease and insect attack. No amount of good husbandry can offset these hazards and, the sooner this is realized and the sooner vineyards are removed, the better it will be for the owner and the grape industry.

On the positive side of the picture there are many uses of the grape and

there are many potential markets that can be explored to advantage.

We do not have data on the trends in the use of grapes but it is certain that this market deserves more attention than it receives. There are individuals, growers here and there, who are developing the market and putting up their grapes in attractive retail packages. One type of package contains grapes of three different colors; it may contain a combination of Delaware, Concord and Niagara grapes, or some other combination. Growers find that there is an expanding market for special containers and they are devising sales-appealing and efficient packages that present the grapes in the most appetizing manner to the consumer, especially promoting the sale of fresh table grapes.

In this connection attention should be drawn to the new varieties that are available and that particularly would lend themselves to this method of marketing. Some varieties may be stored satisfactorily and the season thus greatly lengthened.

All over the world more grapes are used for wine than for any other purpose. Large quantities of wine are made from American grapes in New York and Ohio and each year the industry is expanding.

Next in order for the use of grapes is the grape juice industry. Visits to some of the grape juice plants in New York, Pennsylvania and Ohio give an impressive picture of the



Top—Concord grape vineyard, showing typical contour planting, at South Carolina Agricultural College, Clemson. Below—A Delaware grapevine. This superb variety brings a premium in the market when it is well-grown.

vastness and modern equipment of this industry. Because the demand for grape juice alone cannot be fully supplied, there is no reason for making other products in many of the plants.

Grape juice mostly is dark in color, mainly being made of Concord grapes. This typical color has come to be associated with grape juice as a hallmark of quality. This is unfortunate because some of the finest grape juice is made of light colored varieties. For instance, two firms in Ohio make a Catawba grape juice that is of extraordinary quality but is nearly the shade of a sauterne wine, even lighter. This product surely is an aristocrat among grape juices and it should be known to more users.

Since conservation and better health form the watchword of the day, the housewife well could turn to the home canning of grape juice and to the use of grapes in other forms such as grape butter, grape marmalade and other by-products. The delicate flavor of these conserves is unexcelled and the fresh grapes, which can be eaten at any time in any quantity without impairing digestion, are the greatest of delicacies.

## RESULTS OF SAWDUST MULCH IN NUT NURSERIES

THE mulching of horticultural plants has been shown on many occasions to be very beneficial to the growth of the plants. The benefits have been ascribed to the conservation of soil moisture, lower and more uniform soil temperatures and suppression of weed competition. The virtues of a mulch are offset by the difficulty of securing enough material at a reasonable cost.

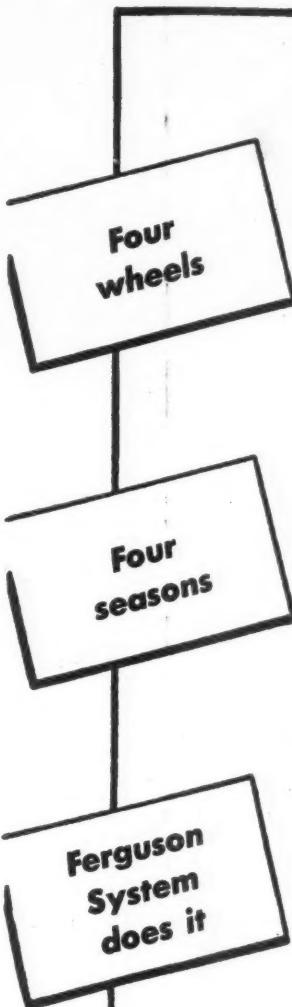
Horticulturists are searching for cheap and abundant mulching materials. One material, that is used only occasionally and possibly with some doubt as to its value, is sawdust. It is cheap, abundant in some areas and rather easily applied. It has been used successfully in one apple orchard and two blueberry plantings which are known to the writer.

Recently, at the annual meeting of the Northern Nut Growers' Association in Roanoke, Virginia, C. A. Reed of the United States Horticultural Station, Beltsville, Maryland, reported that a mixed oak and pine sawdust, applied three inches deep over the surface of two nut nurseries at Beltsville, thus far has given highly satisfactory results in conserving soil moisture and in retarding weed growth. The sawdust aided materially in capturing light rains which were occasional during dry spells. It also tended to check runoff from the surface and has done away entirely with the need of either irrigation or horse cultivation. The only tillage that has been necessary since the sawdust was applied has been that of hoeing once or twice a month to chop out persistent weeds and vines which yearly have become less and less of a problem. Several nut species were represented in the nurseries in question and all grew very well under the mulch.

Mr. Reed suggests precautions be taken when sawdust is used as mulch. Great care should be taken to prevent fires as the material burns rapidly with an inconspicuous flame during hot dry weather. Frequent fire lanes and careful workmen should eliminate this hazard. Nitrogenous fertilizers should be used freely to prevent nitrogen starvation which may be brought about by the demands of the soil bacteria as they are rotting the sawdust. This provision is necessary with any mulching material or whenever large amounts of organic matter are added to the soil.—GEORGE L. SLATE, Sec'y, Northern Nut Growers' Assn., Geneva, N.Y.

SEPTEMBER, 1941

# IT'S 4 WHEELS THAT MAKE THE DIFFERENCE



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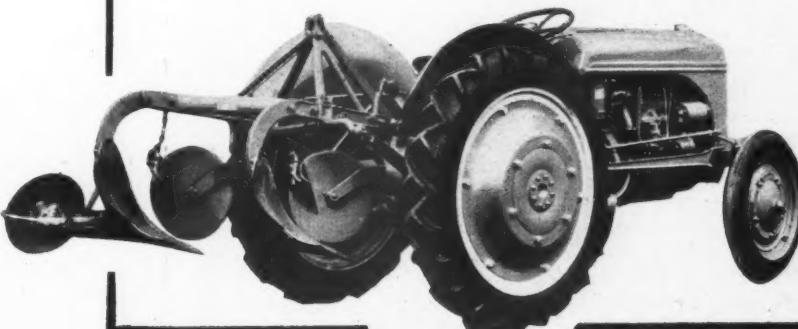
This four-wheel, four-season tractor is no dainty two-row cultivating machine, that can't do much besides. It's a man's machine, built to do anything you ask of it. Yet it drives like a baby buggy if you want the boy to run it.

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Today, as always, the production of that food is the task of American farmers. Today, more than ever, American farmers are relying on the farm equipment industry to provide them with the mechanized tools of agriculture. For, while the need for farm products rises, the supply of farm labor constantly dwindles as men

are diverted to the Armed Services and the factories.

This Company and the industry of which it is a part have the factories, the trained employes, the engineering skill, and the distributing organizations to get these vital tools to the farmers of America where they need them and when they need them—*subject only to the allocation of materials.*

Swords are beaten into plowshares when peace follows war. Today, throughout the world, plowshares are beaten into swords... In America, the greatest food-producing country in the world, it is well to consider that **PLOWSHARES ARE SWORDS!**

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